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Report from Philip Morris

Cigarette Market Bombshell.

New entry brings unprecedented flavor into low tar arena.

"Low tar, good taste."

Others have made the claim.

Philip Morris just made the cigarette.

MERIT. Only 9 mg. tar. One of the lowest tar levels in smoking today.

Yet MERIT delivers astonishing flavor. Flavor verified by smokers all across the country.

If you're in the business of making tough buying decisions – you'll be interested.

New 'Enriched Flavor.' Discovery

By isolating certain "key" flavor ingredients of tobacco in cigarette smoke, ingredients that deliver taste way out of proportion to tar, researchers at Philip Morris have developed a way to pack extra flavor into tobacco without the usual increase in tar.

The discovery is called 'Enriched Flavor.'

It's extra flavor. Natural flavor. Flavor that can't burn out, can't fade out, can't do anything but come through.

We packed 'Enriched Flavor' into MERIT. And began a series of extensive taste tests. The results were amazing.

Packs Taste Of Cigarettes Having 60% More Tar

In taste tests involving thousands of filter smokers, new 'Enriched Flavor' MERIT delivered more taste than five current low tar leaders.

Repeat: *even if the cigarette tested had up to 60% more tar than MERIT, a significant majority of all smokers tested reported MERIT delivered more taste.*

In similar tests, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much – or more – taste than the higher tar menthol brands tested.

MERIT is real news for smokers. And a tremendous profit opportunity for you.

Its introduction will be the biggest, most extensive kick-off for any Philip Morris brand ever.

So remember the name: MERIT.

The low tar cigarette with 'Enriched Flavor.' New from Philip Morris.

MERIT and MERIT MENTHOL

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